

ADRION REGIONAL POLICIES FOR FOSTERING OF DIGITAL TRANSFORMATION OF SMEs – DIGITRANS

Boosting Digital Transformation for SMEs Across the Adriatic-Ionian Region

ABOUT the Project

DIGITRANS is an interregional project accelerating the digital transformation of SMEs across the Adriatic-Ionian region. It addresses digitalization gaps and innovation capacities, and the need for stronger transregional cooperation. The project reduces regional disparities by strengthening strategic frameworks, mapping innovation ecosystems, sharing best practices, and building a transregional platform to enhance SMEs' digital capabilities and collaboration.

1.473.890,36 EUR

Project budget

1.252.806,80 EUR

INTERREG financing

01. 09. 2024 - 2027

Project duration



Current progress

Following the strong foundations laid during the first semester, semesters 2 and 3 of the DIGITRANS project marked an important step forward – moving from mapping and engagement towards in-depth analysis, benchmarking, and preparation for concrete policy action. Project partners continued to strengthen cooperation, deepen their understanding of regional digitalisation ecosystems, and build a solid evidence base to support future interventions.



Project Activities - Semesters 2 & 3 Key Highlights

Strengthening Innovation Ecosystems

- **9 Regional Innovation & Stakeholder Maps** prepared, identifying key actors supporting SME digitalisation at regional and national level.
- Integrated into one joint **Transregional Innovation Map**, serving as a strategic tool to identify gaps, complementarities and cooperation opportunities across the Adriatic-Ionian region.

Analysing SME Digitalisation

- **Common Methodology for State of the Art Reporting** developed, ensuring a harmonised approach across all partner regions.
- **9 Regional State of the Art Reports** completed, each providing an in-depth overview of the level of SME digitalisation, available support instruments, skills gaps, and structural challenges in their respective regions.
- **Transregional Report**, benchmarking regional ecosystems and presenting a comparative overview of SME digitalisation across the Adriatic-Ionian area.

Key findings:

- **Basic digital adoption is widespread** across regions, with most SMEs using broadband internet and basic ICT tools.
- **Digital transformation** (e.g. ERP, CRM, data analytics, AI, IoT, Industry 4.0) **remains uneven** and limited to a smaller group of SMEs embedded in stronger innovation ecosystems.
- **Skills gaps** – digital, technical, and managerial – represent a major bottleneck in all regions.
- **Support ecosystems are often fragmented** and difficult to access, particularly for micro/small enterprises.
- **Territorial disparities persist**, with SMEs in rural and peripheral areas facing weaker access to support services and skilled labour.

These insights confirm the need for coordinated, user-oriented, and skills-focused policy interventions, which DIGITRANS addresses in its next phases.

Partnership Meetings and Site Visits

Athens, Greece

3-4 June 2025

The first transnational partnership meeting of DIGITRANS took place in Athens, hosted by the Computer Technology Institute and Press “Diophantus”. Partners reviewed progress achieved so far, presented regional innovation maps and Regional Stakeholder Groups, and discussed the key findings of the Regional State of the Art Reports.

The meeting also featured dedicated sessions on **best practices and SME support strategies**, with contributions from national and regional stakeholders, providing valuable insights into innovation ecosystems, policy instruments, and support services. A site visit to CORALLIA further enriched discussions by showcasing practical examples of innovation support in action.



Zagreb, Croatia

10-11 December 2025

The second transnational partnership meeting was held in Zagreb, hosted by the Zagreb Innovation Centre (ZICER). The meeting focused on presenting and discussing the **key findings of the Regional State of the Art Reports**, as well as introducing activities planned for the next project phase.

Participants also took part in a stakeholder session on SME digitalisation support programmes in Croatia and an on-site experience at ZICER, engaging directly with SMEs driving innovation and digitalisation. A study visit to Altpro Ltd. provided further insight into how innovative companies apply digital technologies in practice.



What's next?

The upcoming semesters mark the transition from analysis and planning to **pilot implementation and testing**:

- A **project meeting and site visit in Skopje (North Macedonia)** will further support peer learning and cooperation.
- **Regional Stakeholder Group workshops** will validate selected good practices and verify Regional Action Plans.
- **Study visits** will enable partners and key stakeholders to explore good practices at their source and prepare in-depth transfer reports.
- **Partnership trios** will sign Memorandums of Cooperation to support the transfer and pilot testing of good practices.
- Nine **Regional Action Plans** will be jointly developed and implemented within pilot activities.
- A **Joint Methodology for Pilot Implementation** and a **Transregional Network of Knowledge Action Plan** will ensure long-term cooperation beyond the project duration.
- **Monitoring and evaluation activities** will track progress and results of pilot testing, feeding into future policy recommendations.

DIGITRANS is now entering its most action-oriented phase, turning shared knowledge into tangible improvements of regional policy frameworks for SME digital transformation.

Join the Conversation

Stay connected and follow the DIGITRANS journey as we continue working towards more inclusive, effective, and coordinated support for SME digitalisation across the Adriatic-Ionian region.



Project Partnership

- University of Ljubljana, Faculty of Electrical Engineering, Slovenia (Lead partner)
- OFICINA, Albania
- BIT Center, Bosnia and Herzegovina
- Zagreb Innovation Center, Croatia
- Computer Technology Institute and Press “Diophantus”, Greece
- Business Confederation of North Macedonia, North Macedonia
- Regional Business Center Berane, Montenegro
- T2i – Technology Transfer and Innovation, Italy
- Vojvodina ICT Cluster, Serbia
- Regional Development Agency Podravje-Maribor, Slovenia

Associated Partners

- Ministry of Digital Transformation, Slovenia
- Chamber of Commerce and Industry
- Stajerska, Slovenia
- City of Tuzla, Bosnia and Herzegovina
- Croatian Agency for SMEs, Innovations and Investments, Croatia
- The Industrial Systems Institute, Greece
- Association of Small and Medium Enterprises, North Macedonia
- Pomurje Technology Park, Slovenia
- Center for Digital Transformation, Serbia

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DIGITRANS - empowering SMEs through digital transformation and shaping a more innovative future!



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